

**DELIBERATIVE PROCESS—DO NOT CITE OR SHARE**  
**Bristol Bay Watershed Assessment**  
**Spring 2013 Communication Proposal**  
**DRAFT—FOR INTERNAL USE ONLY**

**April 2, 2013**

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**ATTACHMENTS**

- Press release
- Listserv message
- Fact sheet
- Internal Q&A
- Tribal communications plan

**Secondary communication materials, time-permitting:**

- Guest editorial
- Greenversations blog

**Background**

In April 2013, EPA intends to release its revised draft Bristol Bay Watershed Assessment for a public comment period and for a peer review follow-up to determine if EPA addressed the peer reviewers' original feedback. EPA Region 10 communications staff will coordinate with headquarters external affairs on any public outreach.

Our communication objectives are as follows:

1. Be open and transparent in the assessment process as we move forward
2. Provide information to stakeholders and the public regarding the April public comment period and explain how they can participate
3. Set expectations about the purpose and scope of the watershed assessment
4. Actively correct misinformation about EPA's work in Bristol Bay

**External Communications Schedule*****NOTE: ALL TIMES ARE IN PACIFIC DAYLIGHT TIME***

<b>DATE/TIME</b>	<b>CALL OR ACTION</b>	<b>WHO</b>	<b>DONE?</b>
<b>April 15 COB</b>	Post to website revised assessment for peer review follow up and public comment	Charles, Maureen	
<b>April 16</b>	Notify congressional staff via e-mail (AK, WA)	Bill, Cindy S.	
<b>April 16</b>	Notify 31 tribal governments via e-mail. Includes invitation to a May 1 webinar for tribes	Tami,	
<b>April 16</b>	Notify tribal corporations via e-mail	Tami, Rick	
<b>April 16</b>	Notify NGO's and other stakeholder organizations	Palmer	
<b>April 16</b>	Notify Pebble Limited Partnership	Rick, Dennis	
<b>April 16</b>	Notify state and federal agencies	Sheila, Rick	
<b>April 16</b>	Send letter to 31 Bristol Bay tribes with copies of ES and a CD	Tami, Rick	
<b>April 16</b>	Issue press release announcing revised assessment schedule followup interviews as needed	Hanady	
<b>April 16</b>	Send message to listserve	Judy	
<b>April 18</b>	Guest editorial or greenversations blog	Marianne, Hanady, Bill	
<b>May 1</b>	Webinar for tribes	Tami, Rick	